

THE CHICKEN FARMER

What's in a Brand?

At the end of 2011, Chicken Farmers of Canada (CFC) Directors approved, as part of its annual strategic planning process, an action plan, which included the development of a branding strategy for Canadian chicken.

Through major industry, as well as retailer and processor consultation, CFC determined points of alignment on a cohesive branding strategy that would grow the market for Canadian chicken. As a result, the brand strategy was designed and built for fresh Canadian chicken, at retail, to capitalize on Canadians' already positive view of Canadian farmers, and to focus on the importance of a Canadian identity.

By conveying that Canadian chicken farmers contribute to a healthier diet for Canadian families with fresh, nutritious chicken (which is low in fat and healthy), the strategy involves a label, or mark, indicating that the chicken comes from Canadian farmers.

Throughout 2013, CFC secured participation from some major grocery retailers to participate in qualitative consultations, to determine buy-in, as well as to determine what they need to know to ensure a successful launching of labeled/branded Canadian fresh chicken at retail. We now have the buy-in of some retailers, and some processors, and are moving ahead.

continued on page 2



in this issue

4 | Animal Welfare Important to Poultry Industry

8 | Electronic Record Keeping:
2014 Edition of Safe, Safer, Safest

6 | New Study Unmasks the Latest Superfood -
Canadian Chicken (Part II)

10 | Performing Water Analysis Inside the Barn

Why IS CFC Doing This?

CFC conducts frequent and regular market research among consumers – as well as participating in other organizations that do their own. This research suggests that the time has come for a unifying brand identifying Canadian chicken. When branding is done right, it can add tremendous value to a product or service to inform consumers and helps them make better choices. Effective branding, for CFC, is defined as ‘delivering on promises’ for the consumer. Our need for a brand strategy is based on the need to help Canadian grocery shoppers (primarily women) make better choices for their family.

Secondly, CFC’s market research informs of the need to label/brand chicken as Canadian has increased over time. In addition, the anecdotal information receive by CFC from consumers suggests that current labeling programs are far too varied, risking dilution of a message that is of paramount importance to consumers (that this product comes from Canadian farmers and all that this connotes).

As you know, CFC commissions a U&A study with Leger Marketing every three years, and their latest data, presented to the Board this past July, highlights the following aspects of consumer demand and perception with respect to fresh chicken:

- Interest in a Canadian label has grown.
- Interest in buying chicken affixed with a label indicating whether it’s Canadian or imported has increased significantly
- Canadian grocery shoppers choose chicken for their family meals and perceive it as a healthy choice for their family.
- From other studies: Canadians have a “warm/favourable impression” of farmers or ranchers, higher than any other group or individual.

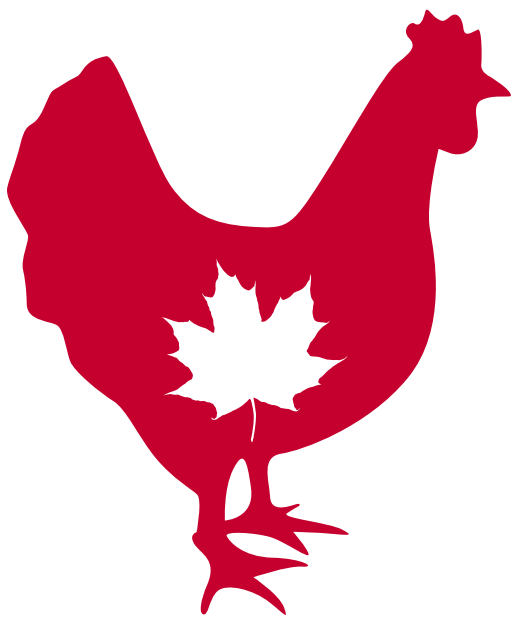
In addition, there are anecdotal mentions being made that, given that so many chicken labels have different “Canadian” claims, the messaging is getting lost and the consumer may be getting confused.

CFC recently commissioned Leger Marketing to conduct quantitative research among Canadian consumers to determine the most compelling label communication. This research found:

- The majority of Canadians (77%) would trust the chicken label they selected as best if it came directly from the farmers or a farmers group/association, rather than a retailer or processor.
- The vast majority (88%) of Canadians would be likely to buy chicken if it had a label showing whether it is from Canada or imported from elsewhere.
- The majority of Canadians would trust this message coming from farmers or a farmers group. One-in-ten Canadians would trust this message coming from the retailers.

Now what?

The claim has been finalized: “Raised by a Canadian Farmer” and a logo is being trademarked has been developed for packaging and marketing.



When branding is done right, it can add tremendous value to a product or service to inform consumers and helps them make better choices.

The brand is being supported by a strong traditional and digital marketing strategy as well, which will see three major waves of TV and Magazine advertising including consumer contest prizing commencing in the late spring (in time for BBQ season), early fall (Back to School) and early winter (Festive) periods. That is the first three weeks of June, September and December. CFC is also working with retailers and primary processors to update their labels in preparation for the launch.

The three time periods have been selected to correspond with grocery retailers' major consumer merchandising periods.

- For BBQ season June/July you may have seen the launch of the brand within the Rogers Media integrated marketing platform, with print advertising in English and French issues of Chatelaine magazine, promotion on CityLine Television with weekly audience gift giveaways and other promotional initiatives within the CityLine program. A thirty-second co-branded TV advertisement will air daily across CityLine programming for the first three weeks of June. Francophones will enjoy the print launch in Chatelaine, as well as on specific Quebecor/TVA media, such as Signé M Magazine. We are running a national consumer contest featuring a "\$5,000 Backyard Makeover" across our Rogers' advertising media as well as leveraging our digital marketing programs to get the message out and encourage participation.
- The September (or Back to School) launch will be featured in all the above properties, as well as in Moi&Cie magazine, and on the Signé M web and television networks (TVA). We are featuring a national contest themed with Back to School with "Win One of Two Lunch for a Year Packages" from Chicken Farmers of Canada.
- The December (or Festive) campaign will feature all the Rogers' advertising, as well as the Salut Bonjour programming, both online and on television (TVA). The national consumer contest will feature "Win one of Two Personal Chef Experiences" to entertain family and friends from Chicken Farmers of Canada.
- With each campaign, total prizing is valued at \$5,000, a value which will surely attract attention from consumers during these seasonal periods.

The digital soft launch of the brand began in May on the chicken.ca social networks – with a long-term, large-scale online and social media blitz with messaging and promotion of the new logo and brand.

In addition, several other initiatives are being developed on a partner-by-partner basis, based on the marketing strategies and targets of each participant in the program.

Other processors and retailers are coming aboard this national initiative – we are looking forward to growing our brand together.

New Mobile App


The development of a customer mobile phone app will also be launched in the coming weeks. Stay tuned to chicken.ca for the big launch of our brand new mobile grocery shopping app!

Since now more than half of our web traffic is mobile, we saw a golden opportunity to retain users and integrate our new brand messaging into their everyday lives by giving them an easy, free way to create and share shopping lists. Now, customers can research, share and add ingredients to their shopping list on the go, syncing their favourite recipes back to their chicken.ca account. Expect to see the iPhone version in the next couple of weeks, followed by the Android version shortly after!

Features of the app include:

- Sharing of lists with real-time syncing
- Over 600 chicken.ca recipes, including nutritional information, tips, tricks and more
- Ability to add ingredients from chicken.ca recipes to your lists
- Database of over 350 common grocery items
- Ability to categorize items not included in the database

What can I do?

- Ask for the new brand "Raised by a Canadian Farmer" at your local retailer.
- Look for our ads and other promotional information
- Tell friends, family and others in your community about the new brand.
- Encourage everyone to enter our contests and participate in our initiatives by visiting chicken.ca
- Log onto our Facebook page (facebook.com/chickenfarmers)
- Follow us on Twitter (twitter.com/chickenfarmers)
- Stay tuned for more updates! 

Animal Welfare Important to Poultry Industry

VIV Europe 2014 visitors hear of how poultry industry is actively working to improve animal welfare and public perceptions.

A conference on animal welfare, conducted by WATT Global Media at VIV Europe 2014 on May 21, drew a diverse crowd and numerous questions from the audience. It included a report on how a group in Germany is raising consumer awareness of the poultry industry's commitment to animal welfare.

Aline Veauthier, from the Science and Information Centre for Sustainable Poultry Production, Vechta University, Germany, described the organization's program that opens poultry growing houses to the public in northern Germany.

She explained that animal welfare groups and the media were presenting a negative view of the poultry industry in Germany. To combat that, the group developed this program to give full transparency to the public. "We want the public informed on modern systems of meat production," she said.

Still in its beginning stages, the program has hosted more than 4,000 visitors on 24 farms, with more than 80 farmers participating.

She explained how the program works. "In general, farm openings take place one Sunday per month, April to October." She explained they are careful to choose farms



that are adequate distances apart to keep people from visiting multiple farms in one day, and they choose farms with animals of proper age. "Last weekend, we had 300 visitors on two new farms. We feel the project is an overwhelming success."

When arriving at the farm, visitors enter a tent erected next to a facility. They get general information on poultry farms and are surveyed on their expectations and attitudes prior to the tour. Visitors wear protective clothing and footwear, and biosecurity measures are followed.

After the tour, the visitors take a second survey and the changes of their attitude are tracked. She presented results taken from 3,000 visitors on 15 farms.

Over 40 percent of people taking survey had no previous knowledge of the industry, and 74 percent had not seen a poultry house before. The survey showed their impressions of the industry had improved, especially on air quality and dust in the facilities. She said 81 percent report positive impressions, and 77 percent now disagree with the non-governmental organization (NGO) and media representations of the industry. 

Reprinted with permission by the author from WATTAgNet. The whole article by Bruce Plantz from May 21, 2014 is at: (www.wattagnet.com/168345.html)

U.S. Fowl Meat Verification Program

If you have been keeping up with your chicken news in the past year, it is almost certain that you have heard something about the spent fowl issue that is currently facing our industry. Industry sources have claimed that chicken from the United States has found its way onto the Canadian market under the label of spent fowl; therefore circumventing Canadian import controls.

The use of spent fowl, a by-product of the egg-laying industry, was originally limited to canned soups and some further processed products. New technology in food processing has enabled processors to make spent fowl meat look and taste very similar to broiler meat. The ability to substitute broiler meat and fowl meat has caused many headaches for Canadian Border Services Agency (CBSA) agents who lack the ability to differentiate the two types of meats at the border.

The real issue is that American mature chicken meat can enter Canada free from tariffs, while broiler imports are subject to the tariff rate quota (TRQ); therefore creating an incentive for dishonest importers to sneak chicken in under the label of spent fowl. This method to circumvent duties is illegal, but evidence suggests that this is in fact being used here in Canada.

In this particular situation, legitimate operators in the spent fowl industry have decided to come together on both sides of the border to put a stop to these illegal activities. The United States Department of Agriculture (USDA) Fowl Meat Verification (FMV) Program was released on February 16, 2014 by the USDA to provide importers with third-party verification that fowl meat has been produced and/or processed from fowl and properly labeled.

This voluntary program has already been adopted by one of the major spent fowl producer south of the border and word is out that other major U.S. producers are currently undertaking the necessary auditing to certify their facilities.



All requirements of the USDA-FMV Program are generic and are intended to be applicable to all clients, regardless of type, size, and product provided. These requirements apply to the auditing and approval of production facilities, slaughter and/or processing facilities and any other entities in the process requesting that fowl meat be verified as fowl. More specifically, it is to verify that the fowl being produced and processed is in fact fowl meat and does not contain any broiler meat. Despite being voluntary, the program will create more transparency from the major players in the industry, making it harder for dishonest importers to move illegal product into Canada.

CFC welcomes this initiative and has been actively urging the Canadian government to follow-up on the American initiative with a compatible mandatory program, here in Canada. **CF**

The real issue is that American mature chicken meat can enter Canada free from tariffs.



New Study Unmasks the Latest Superfood – Canadian Chicken (Part II)

For years, Canadians have trusted chicken as the staple of their kitchens for its versatility, nutrition, and of course, its amazing taste.

The idea that chicken was some kind of amazing superfood never occurred to the millions of home chefs, moms and dads, first-time cooks and nutritionists across the country because they didn't need to be convinced that it was the best protein for a healthy and delicious meal.

Well things have changed...

Something that had been so obvious for years, so apparent that it was left to frying pans, ovens and barbecues to do the talking, has been confirmed in a new scientific study from the Chicken Farmers of Canada – chicken is the new superfood.

The study, the first of its kind in 20 years, provides an updated look at how chicken has changed nutritionally given the advancements in how the birds are bred, raised, fed and processed. Today's chicken is fundamentally safer, healthier and more convenient than ever before.

The study confirmed that chicken is just as awesome and nutritious as we've always known – and then some! It's a veritable superfood by the number of nutrients and healthy properties it possesses.

Let's start with protein. Protein is one of the most important macronutrients healthy humans need in their daily diet. Protein is an important building block for great things like muscle, hair, skin and a lot of other important organs (they're all important really). With all that in mind, did you know that a 100 g serving of chicken breast has a whopping 32 g of protein! That kind of protein power puts most steak to shame. Chicken has more protein per gram than most cuts of beef and has much less fat.

So what other superpowers does chicken have? How about being low in fat (with skin removed), an excellent source of niacin, which helps regulate cholesterol, and high in magnesium – an important mineral involved in metabolic reactions that many of us are not getting enough of.

This cooking technique has been used for decades to cook some of the most flavourful meals you remember as a kid. The downside of a skin-on cut of chicken has always been a higher fat and calorie count due to the exact same process that traps the juicy fat and oils inside the bird. It's an unfortunate paradox – juicy chicken or low fat, choose one.

But there is hope.

As part of a recent nutrition study undertaken by Chicken Farmers of Canada, full details to be released later this month, a remarkable breakthrough was discovered. While a skinless cut of chicken does contain less fat and calories, a skin-on cut can attain similar nutritional value if the skin is removed prior to consumption. This means that you can cook your chicken with the skin on, retaining all the moisture and flavour you love, and then remove it prior to serving to achieve essentially the same health benefit as a skinless cut.

For example, skinless chicken breasts have 146 calories and 1.73 g of fat compared to chicken breasts cooked with skin and skin removed with 134 calories and 1.37 g of fat per 100 g. As well, skinless chicken breasts have less moisture compared to chicken cooked with skin and skin removed; 64.96 g vs. 67.47 g respectively.

That's right, a breast of chicken cooked with skin-on and then removed actually has less fat and calories than a skinless breast. How is this possible? When the chicken is cooking, the fat in the breast flows out of the meat and becomes trapped in the skin. The skin of the chicken becomes saturated with fat and retains it once it is removed.

Dark Meat

If you're feeling a bit adventurous, you can go over to the dark (meat) side where even more great health benefits await. In addition to all of the great benefits of white meat, dark meat contains more zinc (great for regulating immune function) and vitamin B12 than white meat.

It's All Good

All cuts of chicken are also carbohydrate free, trans fat-free and sugar-free, naturally low in sodium, and contain B6, riboflavin, thiamin and phosphorus. That's a mouthful.

The nutritional benefits of chicken vary by cut and by the presence of skin – and they are numerous – and you can learn more about how each cut stacks up in the “[Nutrient Analysis Report](#)” at chicken.ca/health. The report also contains a great breakdown of the nutritional benefits of organic chicken vs. non-organic and the results may surprise you.

This up-close examination of today's chicken has us more convinced than ever that chicken is the new superfood! **CF**

... a breast of chicken cooked with skin-on and then removed actually has less fat and calories than a skinless breast.

Electronic Record Keeping: 2014 Edition of Safe, Safer, Safest

A revised edition of the on-farm food safety assurance program (OFFSAP) producer manual, the 2014 Edition of *Safe, Safer, Safest* has been approved by CFC Directors, and began implementation on May 15, 2014.

A CD has been provided with the OFFSAP binder to provide electronic access to the entire program.

Each farmer has the option of using the paper-based records from the manual, or they can fill out the information on their computer, print a copy, and manually sign the forms or complete and digitally sign the forms. These forms have been developed using Adobe Acrobat; the Reader version of Adobe Acrobat which has all the functionality required to complete the forms can be downloaded for free from the internet.

The CD in the 2014 manual includes the following files:

- o Flock Specific Record Form, Version 5.0 in fillable PDF format
- o Standard Operating Procedures, Version 5.0 in fillable PDF format
- o Animal Care Density Calculator, Version 1.1 in Excel

At the farm, farmers can complete the Standard Operating Procedures and save the document electronically and/or print a copy for employees as needed. Any additions or reviews of the Standard Operating Procedures need to be saved as a different version number, so that the auditor can view the revisions that

have been made. The Standard Operating Procedures also have a built-in calculation to help determine stocking density and the number of chicks that can be placed to achieve a specific density based on your barn parameters.



For the Flock Specific Record Forms, only one copy needs to be saved/printed for each flock.

Using these electronic forms will simplify the records assessment audit, whereby the electronic forms can be emailed to the provincial board or auditor when needed. The additional documents of feed tags and the water analysis report would either need to be provided in their original paper versions, or they could be scanned and emailed along with the electronic record forms.

The 2014 OFFSAP CD also includes the Animal Care Density Calculator Excel spreadsheet. This spreadsheet has been designed to help farmers calculate the number of birds that can be placed in their barn, as well as to determine the final density for each flock shipped. The model requires information on barn size, feeder and water recommendations, intended density level and expected mortality in order to calculate the maximum number of birds that can be placed.

The Excel model has been developed to automatically convert between kg/m^2 , lb/ft^2 and kg/ft^2 . Once shipped, farmers can input the actual weight of the birds and the number of birds shipped to quickly calculate the actual density at shipment.

With the revised OFFSAP manual, the Flock Information Reporting Form has also been revised and will soon be made available to farmers. With this new flock sheet, CFC will be developing a PDF-fillable electronic form that will be able to be sent directly to the processing plant. CFC is in the process of receiving approval for this form from the Canadian Food Inspection Agency and will make the forms available for farmers as soon as possible.

Requirements – Reminders

To help locate the new information in the body of the new edition of the manual, all modifications to requirements have been marked with a star. Please take the time to read over the list of amendments and to understand how these amendments affect how the program will be implemented.

All the new requirements of this edition took effect on May 15th, and are expected to be fully implemented and will be evaluated during your next audit. Continued certification will be dependent on the implementation of the requirements in this new edition.

One such requirement is the need to take the water sample from inside the barn at the nipples/outlet pipe. Please see the article in this edition of the *Chicken Farmer* that provides guidance on this new requirement.

A brochure on the Principles of Responsible Antimicrobial Use has also been included with the OFFSAP manual. This is an important document which combines the program requirements for antimicrobial use, as well as re-enforcing the industry policy to eliminate the preventive use of Category I antimicrobials. Farmers should review this information with all personnel involved in providing care to chicken flocks. **CF**



Timely Euthanasia of Compromised Chicks

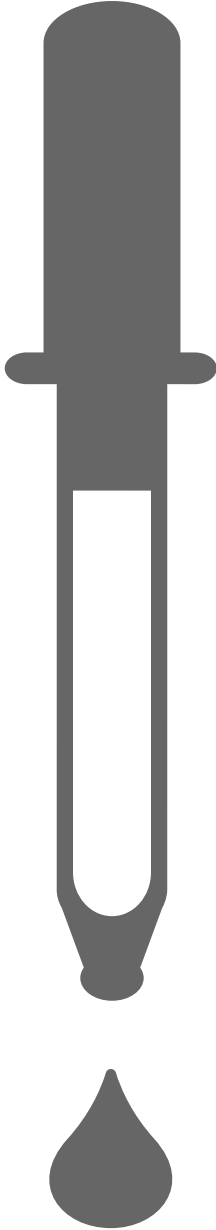
Farmers will be receiving a poster about the “Timely Euthanasia of Compromised Chicks”* with this issue of the *Chicken Farmer*.

The purpose of this poster is to serve as a teaching tool to identify and remove compromised chicks in the first 10 days of life. This poster is a reminder that culling is an essential tool; an effective culling program can improve animal welfare, food safety and minimize or replace the need for antibiotic therapy.

In some cases, antibiotic treatment can keep chicks alive but fail to resolve the original infection. As a result, losses will occur when the treatment is withdrawn. Instead, an effective culling program will reduce suffering and limit the amount of bacteria shed into the environment.

This poster was developed with a number of industry stakeholders for use by the industry and has been printed on synthetic paper that will withstand cleaning when hung inside the barn. **CF**

*(Please note that farmers in Ontario will receive this poster directly from Chicken Farmers of Ontario)



Performing Water Analysis Inside the Barn

The 2014 version of CFC's *Safe, Safer, Safest On-Farm Food Safety Assurance Program* requires that water samples for the annual water testing be taken from inside the grow-out area at the nipples/outlet pipe.

The specific change in this version of the manual is that the samples need to be taken from the nipples or outlet pipe. The intent of this requirement is to evaluate the water quality that is specifically being consumed by the birds. The only true way to do this is to take a sample of the water that the birds are actually drinking.

Sampling the water at this location is important because there are possibilities for contamination once water enters the barns, which can contribute to bacterial growth. In addition, biofilm that build up on the inside of water lines provides an excellent environment for pathogens, which can lead to health problems.

While sampling water from inside the barn can be a little trickier due to the possibility of environmental contamination, it is definitely possible to do! It is recommended that the water sample be taken in between flocks after the barn has been cleaned and disinfected.

The following guidelines will help to avoid environmental contamination and to take a proper water sample from inside the barn from the nipples or from the outlet pipe.

- (1) Wear disposable gloves.
- (2) Label the plastic vessel and do not remove the lid.
- (3) Clean the nipple/pipe/outlet with an alcohol wipe.
- (4) Remove the nipple/outlet and let the water run into a bucket for 1-2 minutes. This will remove any stagnant water and debris that might contaminate the sample.
- (5) Wearing the disposable gloves, remove the lid of the vessel and let the stream of water run inside the sample and completely fill it.

Caution: Do not touch the inside of the lid, the opening of the vessel or put the lid down. If you do so, discard and take another sample.

- (6) Seal the vessel and send to the laboratory as soon as possible. The most accurate results are obtained within 6 hours of sampling. Refrigerate overnight if necessary. 